

**PROCEEDINGS OF THE AGING & DISABILITY RESOURCE CENTER OF BROWN COUNTY BOARD MEETING**

**April 22, 2021**

**PRESENT:** Bev Bartlett, Deborah Lundberg, Megan Borchardt, Dennis Rader, Randy Johnson, Eileen Littig, Mary Derginer, Amy Payne, Pat Lassila, Tom Diedrick, Robert Johnson

**EXCUSED:**

**ABSENT:**

**ALSO PRESENT:** Devon Christianson, Christel Giesen, Kristin Willems, Robin VanRemortel, Ashley Spear, Jeremy Slusarek, Barb Michaels, Amy Barhite, Ker Vang, Steph Mommaerts

The meeting was called to order by Chairperson Johnson at 8:30 a.m.

**PLEDGE OF ALLEGIANCE:**

**INTRODUCTIONS:**

Ashley Spear introduced herself. Ms. Spear is newly hired Disability Benefit Specialist at the ADRC.

**ADOPTIONS OF AGENDA:**

**APPROVAL OF MINUTES OF REGULAR MEETING OF March 25, 2021:**

Ms. Bartlett/Ms. Littig moved to approve the minutes for the March 25, 2021 Meeting. **MOTION CARRIED with no negative vote.**

**COMMENTS FROM THE PUBLIC:**

**FINANCE REPORT:**

**A. REVIEW AND APPROVAL OF MARCH 2021 FINANCE REPORT:**

Ms. VanRemortel referred to the March 2021 Financial Highlights and ADRC/Grounded Café' Summary Report to demonstrate the preliminary expenses and revenues for March.

Ms. Lundberg/Mr. Rader moved to receive the March 2021 finance report and place on file. **MOTION CARRIED with no negative vote.**

**B. REVIEW OF RESTRICTED DONATIONS:**

Ms. VanRemortel referred to the Donor Directed Donations handout to highlight the donor directed donations and expenses for March 2021.

**DIRECTORS REPORT:**

**A. PHASE IN PLAN-GROUNDED OPEN ON SATURDAYS IN OFFICE:**

Supervisor Borchardt/Ms. Payne move to approve remaining at phase 2 of the ADRC phase-in plan. **MOTION CARRIED with no negative vote.**

Ms. Littig/Ms. Lundberg moved to approve Grounded Café' to be open to the public in office on Saturdays for Farmers Market customers. **MOTION CARRIED with no negative vote.**

**B. 211/CRISIS/ADRC COLLABOARTIVE REPORT:**

Ms. Christianson reviewed how the ADRC uses the information from the annual 211 report and shared highlights for 2020 to include:

- Top needs/issues for contacting 211
- Top service gaps for customers
- Top Trends
- Conclusion and themes

**C. UNLEARNING RACISM ACTION PLAN DRAFT:**

Chairperson Johnson shared the themes that were brought from group discussions and the draft plan of ADRC Board action items to include:

- Diversification of the ADRC Board of Directors
- Revisit ADRC Mission/Vision/Values
- Be Ambassador for the ADRC in diverse communities
- Continued Learning
- Make decisions as a Board of Directors for the ADRC that support racially diverse practices & actions plans
- Assist/participate with Staff goals/task forces/committees

Chairperson Johnson asked for 3-4 board members to volunteer to meet and identify smaller/specific actions that would support these identified themes.

#### **NOMINATIONS & HR COMMITTEE REPORT:**

Chairperson Johnson reported that the HR & Nominations Committee reviewed and approved 3 applicants to the ADRC Board of Directors.

- Michael Conley-Kuhagen to represent persons with physical disability
- Amy Barthite to represent persons with intellectual disability
- Terry Hetzel to represent older adults

Ms. Littig/Ms. Bartlett moved to approve three candidates to ADRC Board of Directors. **MOTION CARRIED with no negative vote.**

#### **COMMUNICATION STRATEGIES AND MARKETING INVESTMENT:**

Steph Mommaerts Communication & Design Specialist and Kristin Willems Admin & Communications Coordinator presented information regarding marketing initiatives, strategies, and analytics for the ADRC and for Grounded Café to include:

- Social Media
- ADRC Website
- Monthly email blasts & newsletters
- ADRC Magazine
- TV/Video/Radio/Print

Ms. Mommaerts shared future initiatives to create greater ability to reach customers to include:

- TV commercials/ads/program slots
- Radio
- Building Mural

Ms. Willems shared that with the increased focus on marketing and outreach over the past couple of years, consistent feedback still shows that the ADRC is not a widely known resource within the community.

Ms. Willems shared ideas where the ADRC Board can assist the ADRC in getting the message out:

- Stay updated by reading monthly ADRC Magazine
- Share information about the ADRC within circles of influence
- Participate in events/take advantage of services/resources personally where appropriate
- Support marketing initiatives through budget process approval

Mr. Diedrick/Ms. Lundberg moved to approve ADRC pursuing cost/quotes for Television commercials/ads/program slots for potential addition to 2022 ADRC Budget. **MOTION CARRIED with no negative vote.**

#### **LEGISLATIVE UPDATES:**

#### **ANNOUNCEMENTS:**

**NEXT MEETING** –Virtual WebEx. May 27, 2021 at 8:30 AM.

#### **ADJOURN:**

Ms. Derginer/Ms. Lundberg moved to adjourn the meeting. **MOTION CARRIED with no negative vote.**

The meeting adjourned at 10:31 a.m.

Respectfully Submitted,  
Kristin Willems,  
Admin & Communication Coordinator